

**Philip Morris Management Corp.
WRA Communications
Media Calls
August-September, 1995**

| DATE | MEDIA | REQUEST | ACTION TAKEN |
|------|---|--|---|
| 8/1 | Kinston Free Press John Chartier | Waxman allegations | Faxed statements |
| 8/1 | Doug Wilder Show Glen Davidson | Waxman/Want PM spokesperson | Referred to PM USA Richmond to decline |
| 8/1 | European Business News (London) Akhtar Kahn | White House Decision/Waxman | Faxed statements |
| 8/1 | WWBT (NBC) Richmond/Scott Levin | Wants interview re PM statement on Waxman | D. Colby declined |
| 8/1 | CNBC Mark Neshis | PM statement re Waxman | Faxed |
| 8/1 | Richmond Times Dispatch/Peter Hardin | PM statement re Waxman | V. Han handled |
| 8/1 | New York Times Phil Hilts | PM response to Waxman | Statement faxed, S. Parrish gave interview |
| 8/2 | CNBC | PM statement/wants spokesperson | D. Colby declined |
| 8/2 | NBC News Lindsey Pyle | Castano briefing schedule | D. Colby handled |
| 8/2 | America's Talking Leon Atterberry | FDA/wants spokesperson | D. Colby declined, but faxed statement |
| 8/2 | Richmond Times Dispatch Radio Rick Britton | PM statement reWaxman | Faxed |
| 8/2 | Columbia Journalism Review /ABA Journal Steve Weinberg | Wanted Deep Cough transcript | D. Colby sent |

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| 8/2 | New York Times Phil Hiltz | Operation Storefront | Referred to PM USA |
| 8/2 | NET/Tamara Stoneberger | Wants PM spokesperson for their Legal Notebook program re legal challenges facing industry including FDA | D. Colby declined, but faxed recent statements |
| 8/2 | Richmond Times Dispatch/Chip Jones | Chesterfield school study | V. Han handled |
| 8/3 | Wall Street Journal Yumiko Ono | Waxman/FDA | D. Colby, faxed statements, gave message points |
| 8/3 | CNN Kevin Bohn | Waxman/FDA/White House | D. Colby handled |
| 8/3 | CNBC Business Insiders Show | PM spokesperson re regulation of cigarette sales to minors | D. Colby declined, suggested several congressmen |
| 8/3 | Richmond Times Dispatch | WSJ piece on White House | D. Colby handled |
| 8/3 | New York Post Rita Delfiner | WSJ piece on White House | D. Colby handled |
| 8/3 | Market Place Radio | Industry comments re cig sales to minors | D. Colby declined |
| 8/3 | Wall Street Journal Tim Noah | Are tobacco co's negotiating with White House | E. Woodward handled |
| 8/3 | American Medical News | Status of federal investigations and lawsuit, FDA, Waxman | D. Colby faxed all statements |
| 8/4 | Dallas Morning News | White decision and AAA materials | D. Colby faxed statement/PM USA faxed AAA release |
| 8/4 | Kingston Free Press/John Chartier | WSJ Article | D. Colby faxed statement/PM USA faxed AAA release |
| 8/4 | KTLA Joan Cheng | Update on ABC suit | D. Colby handled |
| 8/4 | Wall Street Journal Tim Noah | Tobacco Co's negotiate with White House | E. Woodward, M. Firestone handled |
| 8/4 | Bloomberg Joe Menn | WSJ article | Faxed statement |

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| 8/7 | Reuters TV News Chris Turque | Rumor about PM press conference | D. Colby handled |
| 8/8 | NBC News Erica Josephson | Briefing schedule for Castano | D. Colby handled |
| 8/9 | Telemundo Network News Magaly Rivas | Wants on-camera interview regarding President Clinton's speech | D. Colby declined and suggested TI |
| 8/9 | Nightline Dana Wolfe | Wanted S. Parrish for show | Show was cancelled |
| 8/9 | Kingston Free Press/John Chartier | Wanted per lb. price of tobacco from various foreign markets | D. Colby referred to TMA |
| 8/9 | Wall Street Journal Tim Noah | Confirmation on rumor we will sue FDA | E. Woodward declined comment |
| 8/9 | Investment Quality Trends | New cigarette labeling | Referred to PM USA |
| 8/10 | Winston-Salem Journal/Frank Elliot | FDA lawsuit and Sports Marketing | E. Merlo handled |
| 8/10 | USA Today Dottie Enrico | FDA lawsuit and sponsorships | E. Merlo handled |
| 8/10 | Washington Times Karen Riley | FDA lawsuit and Marlboro Cup | E. Merlo handled |
| 8/10 | Wall Street Journal Kevin Goldman | FDA | E. Merlo did interview |
| 8/10 | Chicago Tribune Mike Dorning | FDA | K. Daragan handled |
| 8/10 | KFMB Radio (CBS) San Diego Catrina Webber | FDA-on air interview | Handled |
| 8/10 | AP /Steve Sakson | How much does industry spend advertising/promotions annually | Provided 1993 figure of \$6 billion |
| 8/10 | KCBS Radio San Francisco /Lee Hammer | FDA lawsuit-on-air interview | E. Merlo handled |
| 8/10 | Contra Costa Times Julie Appleby | President's proposal/billboards | Faxed press kit, E. Merlo handled |

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| 8/10 | CNN Chicago Brett Gering | Marlboro merchandising/Clinton announcement | E. Merlo handled |
| 8/10 | Daily News Pat Winters | FDA/Marlboro Country Store | E. Merlo handled |
| 8/10 | Miami Herald MaryJoe Buezillieri | FDA/Virginia Slims Legends Tour | E. Merlo handled |
| 8/10 | Ad Age Ira Tenowitz | FDA/advertising | E. Merlo handled |
| 8/10 | Dallas Morning News Richard Alm | FDA/advertising & promotion | E. Merlo handled |
| 8/10 | KYODO Newswire Paul Flatin | FDA | Faxed statements |
| 8/10 | Daily News Bob Laird | FDA | R. Temple handled |
| 8/10 | Time Magazine Jeff McCallister Washington DC | FDA/Press release materials | Returned call twice-N.A. |
| 8/10 | WYNY Radio Kathleen Maloney | FDA/Telephone interview | Returned call--N.A. |
| 8/10 | Richmond Times Dispatch David Erss | FDA/AAA | Faxed materials |
| 8/10 | Charlotte Observer Stella Eiseley | FDA lawsuit | Faxed statements |
| 8/10 | Knight Ridder News (Charlotte Observer) John Monk | FDA | Faxed statements |
| 8/10 | Public Radio Philip Borath | FDA | P. Grossi handled |
| 8/10 | LA Times (Wash. DC) Elizabeth Shogren | FDA | Returned call--N.A. |
| 8/10 | USA Today Anita Manning | FDA lawsuit/youth smoking | Faxed statements |

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| 8/10 | Washington Times Frank Murray | FDA/Questions on S. Parrish remarks | Handled |
| 8/10 | Kinston Free Press John Chartier | FDA/AAA | Returned call--N.A. |
| 8/10 | Rivervest Investment Susan Ablatake | Guest on radio show 8/12 | Declined |
| 8/10 | KMOV-TV St. Louis Steve Houston | Clinton proposal/van programs near schools | Referred to PM USA |
| 8/10 | LA Times Becky Mobray | Clinton proposal/PM sponsorships | Returned call--N.A. |
| 8/10 | Radio America Dave Tecuwen | On-air interview Clinton/youth | Handled |
| 8/10 | San Diego Tribune Sarah Schaffer | FDA lawsuit | Handled |
| 8/10 | CBS Radio Lauren Bright | On-air interview | P. Grossi did interview |
| 8/10 | Albuquerque Journal/Mike Hall | FDA/Marlboro | K. Daragan handled |
| 8/10 | Glen Collins New York Times | FDA lawsuit | K. Daragan handled |
| 8/10 | CBS Radio Shari Maxin | FDA lawsuit/Taped phone interview | M. Firestone did interview |
| 8/10 | America's Talking Keith Norman | FDA/On-air spokesperson | Left message |
| 8/10 | Today Show Sarah Pines | FDA/On-air interview 8/11 | S. Parrish did interview |
| 8/10 | Dow Jones Meera Somsundarum | FDA lawsuit | Attended press conference |
| 8/10 | AP Christine Helliherl | FDA VNR coordinates | K. Daragan handled |
| 8/10 | PBS-TV Mark Landsmann | FDA/satellite coordinates | Handled |
| 8/10 | CNN Daina Garrett | FDA press conference | Handled |

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| 8/10 | WJBO Louisiana Greg Larose | On-air spokesperson FDA/Castano | Declined |
| 8/10 | KPIX Radio San Francisco Kimberly Griffin | On-air spokesperson | Show cancelled |
| 8/10 | LA Times (Wash DC) Marlene Simmons | FDA lawsuit release | Faxed |
| 8/10 | WCCO Radio Minneapolis Susan Blanche | On-air interview | Declined |
| 8/10 | The Jim Bohannon Show/Westwood One Radio/Andrea DeVito | Spokesperson for call-in talk show | Declined |
| 8/10 | BBC Radio Matthew Tucker | Interview re Clinton's press conference | B. Cho declined |
| 8/10 | WXYT-CNN Radio Terry Wilson | FDA/Spokesperson for live talk show with call-ins | Declined |
| 8/10 | Crowley Broadcasting (Tampa) Dino Decesare | FDA/Spokesperson for call-in radio show | Declined |
| 8/10 | CNBC Rachel Shelton | Spokesperson for "Business Insiders" | Declined |
| 8/10 | CNN/Larry King Live Linda Wolf | FDA/Spokesperson | Show cancelled |
| 8/10 | CBS "This Morning" Heather Murphy | Names of farmers to be interviewed/PM or industry spokesperson | D. Dennis gave names of farmers, referred to TI for spokesperson |
| 8/10 | America's Talking Keith Norman | FDA | Referred to RJR |
| 8/10 | Packaging World Magazine Pat Reynolds | Sale of cigarettes to minors | Faxed label release and AAA program summary |
| 8/10 | Good Day New York Raymond Ortiz | Clinton/FDA/Wants spokesperson to debate Cherner live | Declined/no one avail |

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| 8/10 | Talk Radio News Service Mike Johnson | FDA/Taped interview | Referred to Cong. Gorton of Tenn. |
| 8/10 | ABC News Nightline Dana Wolfe | Clinton/Requested S. Parrish | Show cancelled |
| 8/10 | CBS Morning News Canada Sandra Porteous | FDA/PM spokesperson | B. Cho declined |
| 8/10 | News World Int. Abby Thom | Clinton's speech/PM spokesperson for show airing in US, Mexico and So. America | B. Cho declined |
| 8/10 | CNN Talkback Diane Durham | FDA/Spokesperson on live talk show with interactive audience | D. Dennis declined |
| 8/10 | CBS News Network Radio Tom Ryan | Telephone interview re Clinton remarks | Handled |
| 8/10 | CBS News "Up to the Minute" | Spokesperson for one-on-one interview | Declined |
| 8/10 | America's Talking Network "In Depth" Cathy Charles | Live interview on call-in show re Clinton statements | Declined |
| 8/10 | CNBC Debbie Stevenson | Interview re Clinton/FDA | Declined |
| 8/10 | NBC News Tammy Fine | Press statements for lawsuit | Faxed |
| 8/10 | News Talk TV Patti Maloni | Spokesperson live or on phone | D. Dennis declined |
| 8/10 | Mealey Publications Jennifer Hahn | Copy of press kit incl. suit | Sent |
| 8/10 | CNN Business News "Moneyline" Phillippa Cooper | G. Bible for on-air interview | D. Dennis declined |
| 8/10 | Reuters New Media (Denver) Dave Banks | Comment on Clinton's decision | Declined |